

COUNCIL ACTION FORM

SUBJECT: **OCTAGON ART FESTIVAL REQUESTS**

BACKGROUND:

The Octagon Center for the Arts plans to host the 46th Annual Art Festival in the Ames Main Street Cultural District (MSCD) on Sunday, September 25, 2016. This event is scheduled to begin at 10:00 a.m. and conclude at 5:00 p.m. Booths selling art works, crafts, and food items will be in operation that day. In addition, there will be entertainment on the sidewalks in Tom Evans Plaza and in Cynthia Duff Plaza.

To facilitate this event, the following items are requested:

1. Closure of the following streets, from 6:00 a.m. to 6:00 p.m.:
 - a. Main Street, east of Clark (not blocking Wells Fargo Driveway) to just west of Duff Avenue (allowing traffic to access parking lot behind businesses)
 - b. Douglas Avenue, 5th Street to Main Street
 - c. Kellogg Avenue, 5th Street to Main Street
 - d. Burnett Avenue, south of the alley to Main Street
2. Waiver of costs for electricity during the event (estimated at \$10)
3. Approval of a Blanket Temporary Obstruction Permit for the Central Business District
4. Approval of a Blanket Vending License for the duration of the event
5. Waiver of fee for Blanket Vending License (\$50)

Insurance coverage for the event has been provided by The Octagon Center for the Arts. Notification signs will be placed on parking meters on Saturday evening after 6:00 p.m. Since the event occurs on a Sunday, there is no potential loss of parking meter revenue. Public Works will provide the necessary barricades for the street closures. A noise permit will be obtained through the Police Department.

The Main Street Cultural District is in support of the Art Festival. Additionally, Octagon staff has contacted affected businesses door-to-door. Signatures confirming the notification have been obtained from nearly all affected businesses. Fewer businesses are open in the downtown area on Sundays compared to other days of the week.

Attachments include a letter and special event application from the Octagon, as well as a letter of support from the Main Street Cultural District.

ALTERNATIVES:

1. The City Council can approve the requests from The Octagon Center for the Arts for the Art Festival on September 25, 2016, including closure of various streets from 6:00 a.m. to 6:00 p.m., blanket Vending License and waiver of fee for Vending License, Blanket Temporary Obstruction Permit for sidewalks adjacent to closed streets, and waiver of costs for electricity during the event.
2. The City Council can approve the requests, but require payment for the Blanket Vending License and reimbursement for electricity use.
3. The City Council can deny these requests.

MANAGER'S RECOMMENDED ACTION:

This is the 46th year that the Octagon has held the Art Festival. There will be more than one hundred artists on hand with unique, hand-crafted artwork for sale, live entertainment, and local food vendors. No admission is charged, and Festival organizers expect 14,000 people to attend. The Main Street Cultural District has expressed its full support of the event.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1 as described above.



Octagon Center for the Arts • 427 Douglas Ave. Ames, IA 50010 • 515.232.5331 • www.octagonarts.org

August 18, 2016

Mayor and City Council
515 Clark Ave.
Ames, IA 50010

Honorable Mayor and City Council,

On Sunday, September 25, the Octagon Center for the Arts is hosting the 46th Annual Octagon Art Festival in Downtown Ames Main Street Cultural District.

The purpose for the celebration is: *An event to showcase the various artists representing the creative talent in Ames and the Midwest, to celebrate the richness and enjoyment that art provides through visual expression, highlight the beauty of Ames' community and people while sharing the wonderful Downtown Ames experience with visitors from all over Iowa and neighboring states.*

The Octagon Arts Festival will officially begin Sunday, September 25 at 10 a.m. and conclude at 5 p.m. Octagon staff members have already notifying businesses on Main Street about street closures for this festival.

Sunday, September 25-Octagon Art Festival

6 am: Setup, barricades setup to close streets in downtown

10am: festival open to public

5pm: festival closes to public, teardown

6pm: streets cleared of artists, streets reopen

Following is a list of specific Octagon Arts Festival requests for consideration by the Ames City Council:

Closed Streets

The following street closures are requested to cover from 6 am - 6 pm on September 25. **(Please view map)**

- Main Street will be closed from just East of Clark (not blocking Wells Fargo driveway) to just West of Duff Avenue, allowing traffic to access parking lot behind businesses.
- Douglas Avenue will be closed up to 5th Street.
- Kellogg Avenue will be closed up to 5th Street (still allows garbage transportation through alley way)
- Burnett Avenue will be closed just past the Alley (still allows garbage transportation through alley way).
- Barricades are requested for all intersections. Barricades will be staffed at all times after their placement.

Octagon event volunteers will man barricades to facilitate the flow of emergency vehicles if need be.

Utilities

•Costs for electricity needed for the Arts Festival are requested to be waived. This involves electricity from City facilities on Main Street, Douglas Avenue, Kellogg Avenue, and Burnett Avenue, including connection costs.

Blanket Temporary Obstruction Permit

•A temporary obstruction permit is requested for the central business district to allow businesses to be included in the festival atmosphere and display merchandise in front of the stores, obstructing a portion of the sidewalks. Artists and vendors will be setting up booths in the streets, allowing enough room down center of street for traffic of emergency vehicles should they be needed.

Noise Permit

•A noise permit is being requested to allow the playing of music, as well as other entertainment, in the Downtown Area from 10 a.m. on Sunday, September 25, through 5 p.m. Two entertainment areas will be set up. Main Entertainment Area near Tom Evans Park. Smaller entertainment area will be located at Main and Douglas, near Cynthia Duff Walkway.

Food Vending Permit

Approximately ten food vendors will be offering culinary options to festival visitors. Focal area for the food vendors will be centered in the Kellogg and Main Street intersection.

•The Octagon is requesting that the food vending fee be waived.

Small Banner display

• The Octagon is again requesting to place approximately 5 or 6 vinyl banners that are 3 ft by 5 ft in size at the street corner pylons along Main Street intersections. Both the Main Street Cultural District and the Octagon have displayed these banners in past years to promote public events taking place in the Main Street Cultural District. These banners would be securely installed, with zip ties, at end of August and promptly taken down day after event.

On behalf of the Octagon Center for the Arts, we appreciate the City of Ames supporting artistic and cultural experiences such as the Octagon Art Festival. We invite the mayor and city council members to stop by the festival on Sunday, September 25 from 10 am – 5 pm in downtown Ames.

Much gratitude,

Heather Johnson
Executive Director
Octagon Center for the Arts
427 Douglas Avenue
Ames, IA 50010

Main Street

CULTURAL DISTRICT

Ames, Iowa

August 10, 2016

Mayor and City Council
City of Ames
515 Clark Ave
Ames, IA 50010

Mayor Campbell and City Council,

The Main Street Cultural District (MSCD) is proud to have the Octagon Center for the Arts in Downtown Ames. The programs and events they offer greatly enhance the culture of the district and benefit the entire community. We would like to express our support of the 44th Octagon Art Festival that will take place on Sunday, September 25th.

The MSCD is fully in support of this event, and ask that Council requests be granted. Thank you for your consideration and your continued support of the Main Street Cultural District. We hope to see you downtown for the festival.

Sincerely,



Cliff Smith
2016 President
Main Street Cultural District



SUMMARY OF EVENT

DESCRIPTION

Event Name Octagon Art Festival

Description

The 46th Annual Octagon Art Festival will take place in downtown Ames on Sunday, September 25 from 10 am – 5 pm. A variety of free entertainment acts including live bands and performing arts will be presented throughout the day. A wide selection of cuisine by various food vendors and children’s art activities will also be available at the art festival. Approximately 100 juried artists from 12 states will fill the Main Street Cultural District. This event is FREE and open to the public. This is a great community event that celebrates the visual arts as well as performing arts.

Event Category

- Athletic/Recreation
- Exhibits/Misc.
- Festival/Celebration
- Parade/Procession/March
- Concert/Performance
- Farmer/Outdoor Market
- Other (please explain)

Anticipated Attendance

Total 14,000 Per Day 1

DATE/TIME

Setup	Date <u>9/25/16</u>	Time <u>6:00 am</u>	Day of Week <u>Sunday</u>
Event Starts	Date <u>9/25/16</u>	Time <u>10:00 am</u>	Day of Week _____
Event Ends	Date <u>9/25/16</u>	Time <u>5:00 pm</u>	Day of Week _____
Teardown Complete	Date <u>9/25/16</u>	Time <u>6:00 pm</u>	Day of Week _____

Rain Date, if applicable _____

Rain Location, if applicable _____

LOCATION

Region

(Select one or more)

- Main Street Cultural District (Downtown)
- Campustown District
- Iowa State University Property
- City Parks
- Other (please explain)

Please note that events occurring in the Downtown, Campustown, in City parks, or on ISU property require prior approvals. A letter of support will be required from CAA if the event occurs in Campustown or from MSCD if the event occurs in Downtown. Please contact the appropriate office well in advance:

-
Downtown - Main Street Cultural District: (515) 233-3472
Campustown - Campustown Action Association: (515) 450-8771
Iowa State University - Events Authorization Committee: (515) 294-1437

events@amesdowntown.org
director@amescampustown.com
eventauthorization@iastate.edu

CONTACTS

Host Organization

Octagon Center for the Arts

Local Contact (Required)

Must be present during event

Name: Heather Johnson

Address: 427 Douglas Avenue

Telephone: (515) 232-5331

Cell phone: (515) 291-8512

Must be available by cell phone during event

Email: director@octagonarts.org

At least ten business days prior to the event, Organizer must submit Emergency Contact List, including names and numbers of all coordinators, volunteers, and location assigned to each.

Yes No

Is this an annual event? How many years have you been holding this event? 45

Is this event open to the public?

Is your event being held in conjunction with another event (e.g. *Farmers' Market, 4th of July*, etc.)?

If yes, please list